				า การสารสารสารสารสารสารสารสารสารสารสารสารสา
Job No. 995 Novem	ber, 1958 Number	County	Place	A
l, 		1	one of the state sen	manu ere is A - i
	ow people feel about things like on. Fee example, do you amoke	2d. Why did you stop	anoking cigarettes?	
cigarettes? As much as a pack	Karwak?	1 Vist 8 d. 44	The section of the	V STATE
Smoke cigarett	tes11-1 (Skip to 3)		୍ର ପିର୍ଯ୍ୟ ହିନ୍ଦ୍ର ଅନ୍ୟୁଷ୍ଟ କିଷ୍ଟ କିଷ୍ଟ ହିନ୍ଦ୍ର ହିନ୍ଦ୍ର ହିନ୍ଦ୍ର ହେଲି ହିନ୍ଦ୍ର ହେଲି ହିନ୍ଦ୍ର ହେଲି ହେଲି ହେଲି ହେଲି ବ୍ୟୁଷ୍ଟ ବ୍ୟୁଷ୍ଟ	A ROBERTS
Don't moke	(Ask 2)	<u>சல்</u> சர்ப்	1200年,2012年2月	
Don't know _	3	4 , , , , , , , , , , , , , , , , , , ,	S. 18	
2a. Did you used to smoke cigar	rettes?		rini ung Gerte gallenere beführ	1.1.4
Ym	4. {Ask b}		e de migde mir gerec 15- Jung mordii est domb d'Ar	HONE STATE OF THE STATE OF
Y No			ndi wa eseridi nesi jai ina	
Don't know	(5klp to 21)	· 李建/学 (146)	elistéines vaces Littlités. Hattistes to la communique	(Skip
h. How long ago did you stop	smoking cigarettes?		्र दक्षा करू रादक प्राक्षक प्रदार्थको राज्य अवस्	1 nound at 1 m
		I wanted to be a dis	באו שיי מים ישים וחב	inga cado (_{Artis})
6 months less than 1 year _		Section 1	worder high the state of the st	مو پرانده ایکانات الاستوانات
1 year—loss than 2 years —			्रीयार्थः कन्त्र त्वाव हो तोत्र घोत्रहान	: U
2 years lew than 3 years	No. 1 and the second se	Samuel 400 12 40	They was the said the	2.00
3 years or more	x		المناجع والمعارف والمراجع والمعارف	1 to at \$
Don't know	Y	2000 1000 1000	Don't know16-Y	Transfer the
c. What brand of cigarettes we	The second secon		u 1000. Norweg en en 27 okt bell est sent	1 . 4 . 2 . 4 (A)
carr	iel (Reg.)12+1	3. Here is a card with	a list of different things or	it. Would you
	sterfield (Reg.)2	go down the list a	nd tell me which things you	never have or
	(King)3	don't have very of	ten? (HAND RESPONDENT	CARDI
Hit:	Parade (King Fil.)		Coffee	12-1
γ)·	t (King Fill)			_
	l (Reg. M)6		Highballs or mixed drinks	2
F-3	(Fil. M):		Chewing: gum	3
	M (King-Fil.)		Coke or other soft drinks	4
Linck	ky. Strike (Reg.):9:		•	
Mari	lboro: (King: Fil.)		Beer or ale	
Cold:	Gold (Règ.). 13-1		Wine	6
erita di Salamania. Fina	(King)2		Candy:	_
	(Fil.)		Candy:	
Pall	Mall (King):4		Cigarettes	
Parl	liament (Règ. FiL)5		Don't know	, <u>;</u> ,
English of the state of the sta	(King Fil.)6			
Phil	lip Morris (Règ.)	2+1 2 10 4050s	Ç.	
Li selli selli se	. ; . (King)8		<u>, 252</u>	4.4
Raie	eigh: (King):9			· -
	(FiL):	;		
	m (Fil M)X			
December 1981	id (Fil. M)			
Tare	ryton (King)14-1			
	(King Fil.)			
S1 42 1	eroy (King Fill)			
Vice	the man			
Vice	nston: (King:Fil.)4.		•	
Vice Win	er: Regular5		•	
Vice Win		-	•	•
Vice Win Oth Oth	eri Régulàr:5:	-	•·····································	•
Vice Win Oth Oth	er: Régular	-		•

• 1
1
\odot
01
75
Ç
9
な

	(News)
ALA SALAS SA	
A STATE OF THE PROPERTY OF THE STATE OF THE	
经验验的证据的	
Page 2	The said and and the said to the
Control of the Contro	
Here are some situations in which you might particularly want	some of the things on the list.
	्राज्य हर्निर्देश । होनुस्रक ए कार्य । बार १ जन किन जर बच्च होता है
	High- Coke None In Rear Secretary and Secretary
	allior. Shor: In Bear and estimates a salability or nixed soft or Ciga doubt
Coffee Gum	drink drink ale Wine Candy rettes know
It's a beautiful evening and you are	The state of the s
sitting alone enjoying the sight of a full moon in a clear sky. If you could	TO SECULIAR PLANTS AND A SECOND OF THE SECOND
have any one of the things on the	The state of the s
list, which would you want?13-12	6\6\
b. Supposing you were driving a car and,	
through no fault of your own, you nar-	्र प्रतिकारित विकास करिया है कि स्वर्थ करिया है जिस के उन्हें के लिए हैं कि उन्हें करिया है जिस के अपने कि जिस इस करिया है जिस के अपने कि अपन
rowly missed hitting a child and as a	The state of the s
result were pretty shaken and nervous. If you could have any one of the things	The state of the s
on the list which would you want?14-12	34566789.
	on the parties of the second o
c. You are working late on a long job and there is still another hour's work to do	The way was a superior of the state of the s
You take a break for a few minutes be-	Burner of the state of the stat
fore going on to finish. If you could	Continue the second second section of the section of th
have any one of the things on the list;	3:4
which would you want?	
d. It's a nice, sunny but cool day in No-	
- ··· ··· , ··-· , ··-· · · · · ·	· C
vember. You have just finished playing	· · · · · · · · · · · · · · · · · · ·
vember. You have just finished playing some outdoor game which you enjoy.	
vember. You have just finished playing	
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things	
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	5, (cont.):
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	5, (cont.): Beer or ale (200) 200 (200)
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale with mounty with a
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beer or ale (Section of Section)
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Been or ale to an own the first to a second to the first to a second to the first t
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the first, which would you want?	
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
vember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the first, which would you want?	Beet of ale was not the first and the first
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet of ale
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale 23-23-23-23-24-23-24-24-24-24-24-24-24-24-24-24-24-24-24-
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale 23-23-23-23-23-23-23-23-23-23-23-23-23-2
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale 23-23-24-24-24-24-24-24-24-24-24-24-24-24-24-
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale 23-23-23-23-23-23-23-23-23-23-23-23-23-2
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale 23-23-23-23-24-24-24-24-24-24-24-24-24-24-24-24-24-
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale 23-23-23-23-24-23-24-24-24-24-24-24-24-24-24-24-24-24-24-
wember. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	Beet or ale 23-23-23-23-24-24-24-24-24-24-24-24-24-24-24-24-24-

Please sort These cards and give me the number of smokers in each brand category who consume the following wunters of cigarettes: 600 less 26-35 36 or mose Also give the corresponding percentage of the total in each brand category.

carce: https://www.industrydocuments.ucsf.edu/docs/k/bk0000

	· ***								
	6	13		ر بر این	6	7-15	16 =25	26-35	
		30)	3	Caral					
	3 ~-	3 30	- KO	PM		- 12	= = =	(<i>)</i>	
	Z Z	A A STATE	2	1	T		27		
-	37	12 2	Property of the second)	A CONTRACTOR		
	3						5, 1 •		
	7	6	3		\$ -71 bc		`		
	7 7	12 3			ý.			ė ·	
	+3 3c	7		,-	-			· · ·	
	3 3	3 5	ane	d -	Š				
	34			i, orașe di	;				

ma. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. I would be cigarette of the day is the one I have when saving the cigarette of the day is the one I have when saving the cigarette of the day is the one I have when saving the cigarette of the day is the one I have when saving the cigarette of the cigarette	How many digarettes do you usually smoke a day?
Ta. Now I'll start some sentences and ask you to finish them for ma. Here is the start of the first sentence and when I stop balking you just finish it with whatever pops into your head have the best eigerette of the day is the one I have when strong the start of the day is the one I have when strong the start of the day is the one I have when strong the start of the day is the one I have when strong the start of the	How many cigarettes do you usually smoke a day? 16 of less
ma. Here is the start of the first sentence and when I stop balking you just finish it with whatever pops into your head. Some the best cigarette of the day is the one I have when stream the start of the day is the one I have when stream to the start of the day is the one I have when stream to the start of the day is the one I have when Nothing or don't know 30-Y Nothing or don't know 32-Y C. The trouble with cigarettes is sthat they d. Tevery once in a while a cigarette tastes unusually good. With me it's when Nothing or don't know 34-Y d. The adverting for cigarettes is the start of the	The state of the s
balking you just finish it with whatever pops into your head. See The best eigerette of the day is the one I have when street the seed of the day is the one I have when street the seed of the day is the one I have when street the seed of the day is the one I have when street the seed of the day is the seed of the one I have been street the seed of the one I have been street the seed of the one of the on	Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? Same
Nothing or don't know 32-Y The trouble with rigarents is that they The advertising for rigarents is that they The advertising for rigarents is the trouble with rigarents is that they The advertising for rigarents is	Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? Less Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? Less Are you smoking more than you did a year ago? Less Are you smoke just about the same amount as you did a year ago? Company of the you would be year ago? Are you smoking more than you did a year ago? Company of the you would be year ago? Are you smoking more than you did a year ago? Company of the you would be year ago? Company of the you would you read down this list and tell me which of
Nothing or don't know 32-Y The trouble with cigarettes in that they a The road of the with cigarettes in that they d. Every once in a while a cigarette tastes unusually good. With me it awhen 13 - 14 - 15 - 15 - 15 - 15 - 15 - 15 - 15	16-25 (packs) 26-35 (1½ packs) 46-55 (2½ packs) 46-55 (2½ packs) 56 or more Don't know 12 Don't know Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? (www) More Don't know ARE SAMPE SA
Nothing or don't know 32-Y I make the next one: I am inclined to smoke more when special to the next one: I am inclined to smoke more when special to the s	26-35 (1½ packs) 4 Example 26-35 (1½ packs) 4 46-55 (2½ packs) 6 46-55 (2½ packs) 6 Don't know 8 Are you smoking more than you did a year ago? Where 26 26 27 20 20 20 20 20 20 20 20 20 20 20 20 20
Nothing or don't know 32-Y In the trouble with cigarettes in that they A. Here's one in a while a cigarette tastes unusually good. With me it's when Nothing or don't know 34-Y A. The advertising or don't know 34-Y Of Every once in a while a cigarette tastes unusually good. With me it's when Nothing or don't know 34-Y A. The advertising for cigarettes is	26-35 (1½ packs) 4 Example 26-35 (1½ packs) 4 46-55 (2½ packs) 6 46-55 (2½ packs) 6 Don't know 8 Are you smoking more than you did a year ago? Where 26 26 27 20 20 20 20 20 20 20 20 20 20 20 20 20
Nothing or don't know 30-Y The Here's the next one: "I am inclined to smoke more when so the state of the st	36-45 (2 /2 packs) 46-55 (2 /2 packs) 56 or more: 7 12-32 et Don't know 8 (sarihteroid) loud Are you smoking more than you did a year ago? (wou's) 34 2 1 More 9 Less 7 Don't know Y ASK FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM Y Oa: Would you read down this list and tell me which of
Nothing or don't know 30-Y The Here's the next one: "I am inclined to smoke more when social to the party of the social to the	46-55 (2½ packs) 6 26 or more 7 Don't know 8 (satistate) 1002 3 Are you smoking more than you did a year ago? More 9 Less 2002 750 100 2 Don't know 9 ASK FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT-CHEWING GUM -Y Oa: Would you read down this list and tell me which of
Nothing or don't know 30-Y The rouble with cigarette in that they d. Every once in a while a cigarette tastes unusually good. With me it's when 13 - 14 - 15 - 15 - 15 - 15 - 15 - 15 - 15	Afe-55: (2½-packs) 6 56 or more 7 Don't know 10 packs 1
Nothing or don't know 30-Y The route of the part of the second of the s	Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? More
A. Here's the narri one: "I am inclined to smoke more when the property of the mode." I am inclined to smoke more when the property of the mode. The property of the property of the mode. The property of the property of the mode. The mode. The property of the mode. The mode. The property of the mode. The property of the mode. The property of the mode. The mode. The property of the mode. The mo	Don't know. Consideration bodd in a year ago, less, or do you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? More 9 Less ADOR'T TON'T 0 Don't know. Y ASK FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM.—Y Oa: Would you read down this list and tell me which of
A Pierra the next one: I am inclined to smoke more when the property of the pr	Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? More
total for the property of the management of the second of	Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? (\text{Var}(i))
de Every once in a while a cigarette tastes unusually good. With me it's when the cigarettes is that they are more on the more of the country of the cigarettes tastes unusually good. With me it's when a while a cigarette tastes unusually good. With me it's when a while a cigarette tastes unusually good. With me it's when a while a cigarette tastes unusually good. With me it's when a while a cigarette tastes unusually good. With me it's when a while a cigarette tastes unusually good. With me it's when a while a cigarette tastes unusually good. With me it's when a while a cigarette tastes unusually good. With me it's when a while a cigarette tastes unusually good. The advertising for cigarettes is	Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago? (vwij) 38 2 2 More 9 Less Anterior 10 0 Same 71 X Don't know Y ASKIFIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM -Y Oa: Would you read down this list and tell me which of
Nothing or don't know 32-Y Cs and produced with the face to be board of the state	moke just about the same amount as you did a year ago? Word Word Part Part
A Secretary of the second section of the second sec	More 9 Less 0 Same X Don't know Y ASK FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM -Y Oa: Would you read down this list and tell me which of
Nothing or don't know 32-Y Constitution of the second of	More Same Your O
Nothing or don't know 32-Y c. and product in the service of the board of the service of the ser	ASK FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM -Y Oa: Would you read down this list and tell me which of
d. "Every once in a while a cigarette tastes unusually good. With me it's when you'll have a state of the states of the state of the s	ASK: FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM -Y Qui Would you read down this list and tell me which of
d. "Every once in a while a cigarette tastes unusually good. With me it's when you'll have a state of the states of the state of the s	ASK FIRST ABOUT COFFEE 42-X ASK FIRST ABOUT CHEWING GUM -Y Ould you read down this list and tell me which of
d. The trouble with cigarettes is that they The property box of the control of t	ASK:FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM
d. "Every once in a while a cigarette tastes unusually good. With me if swhen while a cigarette tastes unusually good. With me if swhen while a cigarette tastes unusually good. The modern and provided the control of the control	ASK:FIRST ABOUT-COFFEE 42-X ASK FIRST ABOUT CHEWING GUM
de Tevery, once in a while a cigarette tastes unusually good. With me it's when to make the property of the p	ASK FIRST(ABOUT CHEWING GUM
d. "Every once in a while a cigarette tastes unusually good. With me it swhen you Class you Clas	ASK FIRST(ABOUT CHEWING GUM
Mothing or don't know 34-Y d. "Every once in a while a cigarette tastes unusually good. With me it's when 200 for the country of the countr	Oar Would you read down this list and tell me which of
d. Every once in a while a cigarette tastes unusually good. With me it swhen 75 135 155 157 158 158 158 158 158 15	
Mothing or don't know 34-Y d. "Every once in a while a cigarette tastes unusually good. With me it's when 19 19 19 19 19 19 19 19 19 19 19 19 19	
Nothing or don't know 34-Y d. "Every once in a while a cigarette tastes unusually good. With me it's when 2 year Cine 35- mass in the it's when 2 year Cine 35- mass in the it's when 2 year Cine 35- mass in the it's when 2 year Cine 35- it reduced a first and it is nothing or don't know 36-Y one ast jaking alternation in Nothing or don't know 36-Y one ast jaking alternation or ignerates is 36- and The adverting for cigarettes is 36- since the acceptance of the cigarettes is 36- and The adverting for cigarettes is	these: words: and phrases you would use to describe a really good (cup of coffee): (piece of chewing gum)?
d. Every once in a while a cigarette tastes unusually good. With me it's when	(HAND RESPONDENT CARD) Any others?
d. Every once in a while a cigarette tastes unusually good. With me it's when 35- ***********************************	a. b. c.
With me it's when you Clark 135- 110-110	Coffee Cigarettes Chewing gum
With me it's when you Clark 135- 110-110	
135— 100 market and description of the second of the of the	Distinctive42-144-146-1
25— 25— 25— 25— 25— 25— 25— 25— 25— 25—	Glean 2 2 2
to enacted and process of the control of the contro	
to mandot and generated which discounts 36- 13 a. A. Tonant view and 36- 14 resident as me smart and Nothing or don't know 36-Y my ast particle discretizing to describe the second of the second o	
18 reddent at the sense of the Nothing or don't know 36-Y one as the sense of the s	Gives: you a lift444
It indicates at the small come Nothing or don't know 36-Y may ask (ask on asternation of the same of the advertising for eigenetics is	Mellow5:55
eng ast safe on assertation of the same of	Althor:
eng ast safe on assertation of the same of	Rich flavor666
ena. "The advertising for cigarettes is	Cool
community and the second secon	Has a good aroms 8 8 8
er 문제화 4분 한 Hermal University emission of the Committee	Gentle999
37-	Satisfying 43-1 45-1 47-1
சல்கர் படிய தச்பாரண் என்ற படிற	No impurities 2 2 2
2. Lagragia minuscrian i Rendu ede tro 3	
The Charles of the African Server C	
	Sweet3 3
Nothing or don't know38-Y.	Relaxing44
	Relaxing444
f. "I would make more if they	Relaxing444
a. A Sould Buoke Bolkin Gry	Relaxing444
	Relaxing 4 4 Freshly made 5 5 Don't ever use (vol.) 6 6
39-	Relaxing 4 4 4 Freshly made 5 5 5
.	Relaxing 4 4 Freshly made 5 5 Don't ever use (vol.) 6 6 Other or don't know 7 7
40-	Relaxing 4 4! Freshly made 5: 5: Don't ever use (vol.) 6: 6: Other or don't know 7: 7: b: How about a really good/cigarette? (RECORD ABOVE) Any
	Relaxing 4 4 Freshly made 5 5 Don't ever use: (vol.) 6 6
North Laboration 40 V	Relaxing 4 4 4 4 5 5 5 5 5 5 5 5 5 5 5 5 5 6 6 6 6
Nothing, or don't know40-Y	Relaxing 4 4! Freshly made 5: 5: Don't ever use (vol.) 6: 6: Other or don't know 7: 7: b: How about a really good/cigarette? (RECORD ABOYE) Any.

-
0
-
Z
Si
3
7
— •

gride from the first of the control of				
	100			A control of the cont
age 4				
			1	
In Forgetting about length, price, he taste, which brand of cigarettes do				12a. Which brand of filter tips do you think has the most effective filter?
er Es,	b.	c.	d	or are the boundary
The Control of the State of the		Best	Work	add f section to the section of the
Best tooth		filter taste	filter taste	
	1 • 51-1	5#_1		Hit Parade60-162-162-12
• • • •				Kool33
Chesterfield	2: •!2:	2	2	L &:M4
Hit Parade (Filter)		3!		Mariboro55
Kent: (Filter)				+ und shart Old Gold
المنافقة المعارض المنافعين المنافعين			V.	Parliament:7'7'
Kool (Non-filter)	5: •5:	5	5	Salem99
geich fir. (Filter) xmix 1 1 at	granis zr	41		Spud 61-1 63-1
The freedom to North and Ministration a more	\$		19	Tareyton22
L & M (Filter)	77		7	Viceroy 3 3 Winston 4 4
Lucky Strike	8 •8		8	Winnon 4
				Other:55
Marlboro (Filter)	yy	9		Tenent Hard Don't know6
Old Gold (Non-filter)	D: •: O:	0.	0	b. Which brand of filter tips do you think has the
(Filter)	xx	x	x	least effective filter? (RECORD ABOVE):
••				18a: Which do you feel is the most important factor
Pall Mall	r • Y	Ү	Y	in reducing the amount of tare and nicotine you
Parliament: (Filter):49-	152-1	551	58-1	get from filter cigarettes—the tobacco used in the
Philip Morris	7: \$ ' 2:	2:	,	cigarette or the filter?
				<u>a.</u> <u>b.</u> Tarandi
Raleigh: (Non-filter)	3: •:31	3	3	nicotine Taste
(Filter)	44:	4	4	Tobacco 64-15
Salem (Filter)	t :		٩.	Filter 26
Salem (s mer)	·	J.		Both equal (vol.)
Spud (Filter)	66	6 ⁻	6	Don't know4:8
Tareyton (Non-filter)	7. •7.	7	7	b. How about as far as the taste of the filter cigarette
(Filter)		9-	•	goes—which is more important; the tobacco or the filter? (RECORD: ABOME)
<i>(0)</i> =				
Vicercy (Filter)	9 9	9	9	14. As you probably know, there are a number of
Winston (Filter)	oo	0	o:	different: substances: in cigarette amoke;; as you. understand it; what do: filters do—cut down: on
•				everything in the amoke, or do they cut down on.
Other non-filter 50-	1. •5,_1.	56-1	1	certain particular things, in the amoke and let:the other things come:through the filter?
Other filter:	22	2	2	Equally on everything
All membol (vol.):*	3' *:	3.	3	Cut down on particular things 2
All fitters (vol.)				Depends on the filter (vol.)
				Don't know4
All non-filten (vol.):*				
Donit know	66	6	6	
b. Which brand of cigarettes do:you t {RECORD: ABOVE):	hink has the	worst taste?	F*	
C. CASKI ONLY: IF NON-FILTER BRAN	D (*) MENTI	DINED IN a) Which	

brandl of filter cigarettes do you think has the best taste? (RECORD ABOVE)

d. (ASK ONLY IFINON-FILTER BRAND (*) MENTIDNED IN b) Which brand of filter tips bas the worst taste? (RECORD ABOVE)

13. Here is a card with a description of site different types of filter, but on the basis of white seem not seasonable to you, which cigarette would you think has the most effective filter. HAND RESPONDENT CAND A court of the filter material and the actual end of the filter material and the actual end of the cigarette, others have dust being a filter which would you prefer received filter material and the actual end of the cigarette, others have dust being a filter which a new discription of the cigarette. Which would you prefer received filter or flush filter? Cigarette A—with a present D=0		Page 5:
Generate A-with a greater Generate A-with a greater Generate A-with a greater Generate B-with a new Generate C-with a longer Generate B-with has a greater could be considered by the consi	filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (HAND RESPONDENT CARD) A SECONDENT CARD A SECONDE	material and the actual end of the cigarette; others have flush filters—the filter material is cut off even with the end of the cigarette. Which would you prefer—recessed filters
number of strands in the fifty and the fifty are strands in the fifty and the strands of the str	Most Least effective effective	mund from mor 16a Sq mor-17a.
Cigarerte C—which has special chemicals preved special chemicals prevent special chemicals preved special chemicals prevent special c	number of strands in the filter 66-1 67-1 Cigarette B—with a new	Flush 2 2 b) a=6 17b)
Signerer D. which has represed themsels preyed the filter material. Generate E.—which has so matched in the filter and the filter and the filter and the filter that the filter the filter that the filter th	Cigaretta C-with a longer	[Don't know 4 10 17) 8 10 19)
Gigerette B—which has menthol in the filter	Gigarette D-which has special chemicals sprayed	to write a surround of the state of
Cigarette F—which has an arts agaluty packed filter	Cigaretta B - which has	The state of the second of the state of the second of the
Cigarette Ges who difference between the filtering action of recessed and fluth filters, which would you prefer? Light the server of the cigarette on that list do you think would have the least effective filter? (RECORD ABOVE) Don't know	Cigarette F-which bas en	The state of the s
Don't know 8 8 b. Which one of the cigarentes on that list do you think would have the least effective filter? (RECORD ABOVE) 17a. Leaving saide all of the other aspects of filters and how you feel about them—which do you feel idoues the better job of filtering the smoke? 18a. Why do you think (recessed filters or flush filters?) 19a. Why do you think (recessed filters or flush filters?) 19a. Why do you think (recessed filters or flush filters do a better job of filtering the smoke? 19a. The smoke? 19a. If there were no difference between the filtering action of recessed and flush filters, which would you prefer? 19a. How do you think they make room for the air space in a recessed filter—by using: a shorter filter or by using less tobacco for the cigarette? 19a. How do you think they make room for the air space in a recessed filter—by using: a shorter filter or by using less tobacco for the cigarette?	filter with different types	
17a. Leaving: anide all of the other aspects of filters and how you feel about them—which do you feel libert them—which do you feel libert filters or flush filters? (RECORD ABOVE) b. Why do you think (recessed flush) filters do a better job of filtering the moke? 17a. Leaving: anide all of the other aspects of filters and how you feel about them—which do you feel libert for flush filters? (RECORD ABOVE) b. Why do you think (recessed flush) filters do a better job of filtering the moke? 17a. Don't know 72-Y (IF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a, ASK 18; OTHERWISE, SKIP, TO 19) 18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer? Recessed 73-1. Flush 2 No difference 3 Don't know 4 19. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette? Shorter filter 5 Less tobacco 6 Both (vol.) 7		Donit know
of filtering the smoke? 72- 72- Don't know		you feel about them-which do you feel does the better job of filtering: the: smoke, recessed filters or flush filters?
Don't know		of filtering the smoke?
Don't know	,	e Well weeks with a
Don't know		
Don't know	Section 1995	1. 72-
IIF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a. ASK 18: OTHERWISE, SKIP TO 191 18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer? Recessed	77.5.2.22.	
ASK 18: OTHERWISE, SKIP TO 191 18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer? Recessed		
10. If there were no difference between the filtering action of recessed and flush filters, which would you prefer? Recessed		ASK 18; OTHERWISE, SKIP TO: 190
Flush2 No difference3 Don't know4 19, How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette? Shorter filter5 Less tobacco6 Both (vol.)7	The Second of the Control of the Con	
No difference	The second secon	
Don't know4 1/9. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette? Shorter filter5 Less tobacco6 Both (vol.)7	. The state of the	
recessed filter—by using a shorter filter or by using less tobacco in the cigarette? Shorter filter	to a man en orași	
Less tobacco		recessed filter-by using a shorter filter or by using less:
Both (vol.)7		
	and the state of t	Both (vol.)

1
V
U
ن
9
4
∞

Page 6				
Better tobacco 11-11 12-1 Less nicotine 2 4 Less tar 3 7 Nicer looking 4 0 Better for you 5 13-11 Less irritating 6 4	Non-filters doubt know 2		er digeti di Signi can aut con esti i di con cone cui con ti di con cone cui con	TO THE STATE OF TH
Milder amoking	the state of the s		Markers of State (2007)	
Feel better in your mouth 9 14-1	X (Ask c) Y (Ask c)		Andreas State Control of the Control	2 m
Better flavor04	6		- The	← (************************************
Easier:on your lungsX	9	[(A-)	
None or: don't knowY0	X : Y :		•	
LASK ABOUT EACH ITEM ON	LIST)	.		
· · · · · · · · · · · · · · · · · · ·	(better tobacco, etc.), filter ciga- ttes, or don't you think there is ABOVE)			
(DO: NOT' ASK IR FILTE IN: QUESTION 206.)	RS MARKED. "LESS: EXPENSIVE"			
less expensive than non-f	that filter cigarettes will soon be- ilter cigarettes. If filter cigarettes do you think: you would smoke?			
15 98	Filters15-1			
	Non-filters2			
. 2. %:	Don't know3	<u>.</u>	a are	
ye Sweet				

t	· · · · · · · · · · · · · · · · · · ·	
	21. This is a question about something which might happen in	23. When filters are available, do you ever moke non-filters?
	the future. There is a possibility that a completely different	Yes
T 1	flavor could be added to cigarette taste. Would you be inter-	
	Counted in trying a cigarette with any of these flavors added?	Balgian No 2
	would you like to try?	with the same and the same to the same a
Ir	Like ones no becing the	The same of the sa
t,		24. Which do you really enjoy the most—filters or non-filters?
	This wife the property to the state of the s	Some and the second of the sec
	o ligações de 16 de 18	Filters 4 The action of the second of the se
4.	Apple	fitz at 572 Non-filters Our v turners
	Pinespple 4	No difference (voll)
	atte to very te from me may be recently attended to	Don't: know. See 19 access or men
, ~	to see her very Cherry - de seems	The state of the s
	Strawberry 16 of an auto.	the state of the state section of the state
n L	12 1 Al Line Ramberry7	25a. If it were proven that filter cigarettes were no better for your
8	Athers with Pennermint 8	health than non-filters, which do you think you would
	The Control of the Co	amoke; filters or non-filters?
Ų.	2.0 St ya sz b Spearmint 9	Filters
	(14 th files) Cinnamon0	Non-filters9
	Wintergreen X (NON-SMOKERS SKIP: TO: 46)	Don't know0 (Skip to 27)
1	Root beerY	N. Why do you think you would need to
, , ,	Dentyne18+1 CONTINUE)	b. Why do you think you would continue to make filters?
5	Selection of the Control of the Cont	the second second
. ~	Lime2	21-
tr	Peach3	
1 L	Chocolate:4	22-
1	C Vanilla	22-
1 1	Walnut:6	
? L	<u></u>	Don't know 22-Y
	Coffee7	
	Other8	* 140 100 107
	None:9	Section 19
	Don't know0	The second secon
	Min district pay place 1 ・ 対抗 対抗性的であったが、New Berting Borg a stellar and 1250	
1 -	ি ্বৰ্জনি স্থানিক বিভাগ কৰিছিল। সংগ্ৰহণ সংগ্ৰহণ কৰে প্ৰথম কৰিছিল স্থানিক কৰিছিল। তুলিক বিভাগ স্থানিক	Francisco Company of the Company of
ns:	22a. What type of cigarette do you moke most often-filter tips.	- And App - The Man App - The Man App - The
K L	or non-filter tips?.	1
	or County segretation of trade . Since it is not a real	
	A Har Jon Filters 19-1 (Ask b)	TOPE MARTE PLOT AND THE TOPE AND THE STATE OF THE STATE
1.6	1Met 25 Lat 7 Non-filters 2 (5kip to 27.)	The second secon
, .	Both equally (vol.)3 (Ash b).	26. QUESTION OMITTED
1 8	E Don't know 4 (Skip to 27)	25. Constitution of the second
1		
1	by How long have you been smoking filter tips regularly?:	
	Less than 3 months5	·
ł	3 months - less than 6 months6	
] [] "		
] L.	6 months - less than 1 year	
i	1 year- less than 2 years8:	
₹ [["	2. years - less: than: 4. years:9:	•••
1	4) years - Iess: than: 6' years0:	The second secon
15	·	
	6iyears or moreX	m to the second of the second
1	Y	to the first of the interest of the state o
14		,
7. 1		

	OI
-	1
ľ	N
	Ç
l	ಒ
ļ	6
>	CI

ige 6:	1
7. What brand of cigarettes do you smoke most often?	301 Some brands of cigarettes have menthol in them. Which o
Camel (Reg.)24-1	the things on this list do you think are the reasons some
torus Chesterfield (Reg.)	brands: have menthol? (HAND RESPONDENT CARD) Ain
(King)3 (Ask 28)	weet of his amiting a constitute with very of these a ferodoc
Hit Parade (King Fill)	To give it a " " 113 13" To cover up cheaper
Kent (King Fil.)	different taste
Kool (Reg. M)6 (Skip to 29)	ment of the state
(Fil. M)	To cool off the smoke2 To improve filtration
Arealism L & M (King Fil.)	To give it a fresh. To ease smoker's
Lucky Strike (Reg.) 9 (Ask 28)	taste3 throat
Mariboro (King Fil.)0 Newport (King Fil.)X (5kip to 29)	Don't know
Osis (King Fil.) 1161 Y (5kip to 29)	Commence of States
Old Cut (Pon)	į.
Old Gold (Regi)25-1	
(King) 2 (Fil) 3	31a. Do you think they are making menthol cigarettes bette
Dall Mall (King)	taiting than they used to be; or are they just about the
Parliament (Reg. Fil.)	same as:they med to be?
(King Fill) 6 (Ask 28)	Better30-1 (Ask b)
Singer hart Philip Morris (Reg.)	4
(Kipal 81)	Same Same (Skip
Raleigh (King)	10 32)
(ii) (FiL)0	Some brands better
The State of Company State of	(woL)
Salem (Fill M) Y (Skip to 29)	Some better, some
Tareyton (King)26-1!	worse (vol.)4/
(King Fill):2	•
Viceroy (King Fil.)	Some brands worse
Winston (King Fil.)4 (Ask 28)	(vol.):5/ (\$kip (to 32)
Other Reg. (Write In)	Don't know6)
Other King (Write in)	
Other Filter (Write in) 7	
ı	b. Which brands of mentholated cigarettes are better tasting
No regular brand 8/ (Skip to 29). Don't know 9	
Don (know	Kool (Filter): 31-1 Salem
28. Suppose you were out of cigarettes and the only ones you.	(Regular)2 Spud
could buy were mentholated, which brand do you think you.	Newport 3 None
would buy?. 28. 29.	•
Would smoke Tried	Ozais4 Don't know
Kool (Fifter):27-128-1	
(Regular)22	•
Newport:33	
Oasis44	32, Would you read down this list and then tell me which one
Salem55	best- describe- a: good mentholated cigarette?: (MAND: RE
Spud66	SPONDENT CARD)
None77	The bad a control of the second benefit to the
Don't know 88	Lightly mentholated 32+11 Mild tobacco
29. Which of the (other) mentholated filter tip brands have you	Really cool tasting Full menthol flavor
tried? (RECORD: ABOVE)	Mint flavored3: None or don't know
	
33a. Now, would you look at this list of advertising slogans and CARD: READ SUGGAN TO RESPONDENT)	tell me: which ones you have: ever beard of?: (HAND: RESPONDEN
	b '.
Heard of Not heard of	Brand name
A thinking man's filter and a:	
smoking man's taste:33-1	
I'd walkin mileifor a " "2	
Pleasure up	
It's what's up front that counts4	37/
No filter feedback5	38
The first cigarette which meets	
the standards of U. S. Tiest-	
the standards of U. S. Tiest- ing. Company	

6. What: brand of: cigarettes uses this slogan? (READ: SLOGAN TO-RESPONDENT), (WRITE IN BRAND NAME ABOYE)

~
-
V
S
CU
9
CT
-

or of the filter

- X	
The second of the second second of the secon	10.17. 6.1.
34. Recemed filters are often advertised as being "Cleaner smoking." What do	38. How long have you been smoking your pres-
or what?	279
or what! Less mosey 41-1 Better for you 2	The San San Less than 3 months56-1
Better for you2	3 months less than
and the second s	
Other	6 months—less than 1 year 3
(write in) assessment astronomy and the contract of the contr	akif is 1 year—less than 2 years 4
	(Nov 2 years less than 4 years 5
35. Are there any brands (besides your regular brand) that you smoke occa-	4 years—less than 6 years 6
g sionally? 17. 17. 17. 17. 17. 17. 17. 17. 17. 17.	6 years or more7
3	Tall bo revulat prabe (vol.) _b
Brand Brand moked Couple smoked before of years	Don't know9
moked before of years occasionally regular brand from now (544-9-2)	39a. In a sense everyone is a gambler-every time
the contract of the contract o	we cross the street there is a chance that we
Camel (Reg.) 42-1 42-1 45-1 45-1 45-1	will get hit by a car. Assuming a person
Chesterfield (Reg.)	does all of the following things, which one of these activities do you think is most dan-
	gerous to life? (HAND RESPONDENT
d Hit Parade (King fil.) 4 ':	CARDI CARDI CAPALLE DE MA LES BALLES
Kenti (King fil.)	The state of the s
Kool (Reg. M):	denomine denomine
(Fil M)	Riding in an
1 + 6 ~ L & M((King 6h)) 8 *****************************	
Lucky Strike (Reg.) 9 9 9	Taking a trip in
Mariboro (King fil.)00	a car2
Newport (King fil.) X X X	Smoking a pack or more
Oasis (King: fil.):YYY	of cigarettes a day3
Old Gold (Reg.)43-146-149-1	Climbing in and out
(King):22	of a bath tub4
(<u>fil.</u>)3 3 3	Going for a long swim Probe for in a large lake5 Second5
Pall Mail (King)4	in a large lake:5 Second
. Parliament (Reg. fil.)55 36b15	Don't know8
(King, 6L)6;6	b. Which one is least dangerous? (RECORD)
Phillip Morris (Reg.):77	ABOYE):
(King)88	40a. Who: would you be most apt to believe if
Raleigh (King)999	one of these organizations said there: was:
(EII):00	no connection whatsoever between lung can-
Salem (61. M) X X	ceri and organette smoking?: (HAND: RE-
YY	SPONDENT CARDI
Tareyton (King) 44-1 47-1 50-1	Not
(King 6L)2	Beliève believe:
Viceroy (King fil)3	The Food and Drug Research
Winston (King fil.)4	Labs., Inc59-160-1
5 Other Regular5 XXX	American Cancer Society 2
Other King6 XXX	U.S. Department of Health3
Other Filter 7 7 XXX (WRITE IN	American Medical Association44
Other XXXX XXXX 8 BELOW!	Sloan-Kettering Research
None	Laboratory
No regular brand 0 0 (Skip 0	U. S. Testing Company66
1 30 Mar. Don't know X	Tobacco Industry Research Council
	1
36a. Now going back to your regular brand-what brand did you smoke most	Don't know88
often before (brand in 27)? (RECORD ABOVE)	b. Which one would you be least likely to
I V Why did you might from the set of the series	believe? (RECORD ABOVE)
b. Why did you switch from (brand in 36a) to (brand in 27)?	41a: Cigarettes are now sold in three different
Superior and the superior of t	lengths-regular size in paper packages, long
5,14	size, these are the ones that come in hard
1 (20) g ² (0)	boxes, and king size in paper packages. What different sizes are available in your
52-	brand?
	<u>a.</u> <u>b.</u>
	Available Usually buy
Don't know52-Yi	Regular61-16
	Long27
37. What eigerettes do you think you'll be smoking a couple of years from now?	King
(RECORD ABOVE)	Has no regular
332	brand (vol.):9
	Don'ti know
1 *** *** ****************************	B. (IF MORE THAN ONE SIZE AVAILABLE)
Other55-	What length do you usually buy? (RECORD):
(write in):	ABOVE

Andrew St. Sec.	
Page 10	
42a. There are different types of packages on the a namely, soft packs and the hard box type package types of package are available in your brand?	e. What: ask:you whether you agree or disagree with each one.
Rout grammetenes ()	The first one is: Agree Disagree know
Available Usualty buy	a. Filter-tip cigarettes are no safer than non-filters66-12
Soft pack only 62-1 (Skip 6 (A	
y stard box only	(ip 10 43). 17-12-12-16-14-16-14-16-16-16-16-16-16-16-16-16-16-16-16-16-
Both 8 (A	sk(e) through a filter
brand (vol.) 4 (Ask b) XXXX	to EST d. Filter cigarettes cause you to smoke more 0 X
्रेष्ट (देवर्त्वे) (६३१म्बर्वे) (६३१म् वर्षे १३१म् स्ट्री १३१म् १४८ १४८ १४८ १४८ १४८ १४८ १४८ १४८ १४८ १४८	a. They could make better filters than they do 67-1 2
Man type of package do you usually buy? (and: ABOYE) and Alleria ends be an interest and the second to the second	f. Cigarettes may be harm- ful, but Pm not going
c. Did you ever regularly buy your brand in the b	g. As long as you are care- ful not to smoke too much, cigarettes won't
Don't know.	do you any real harm 7 8 h. Filter-tip cigarettes use a cheaper grade of tobac-
d. What made you start buying your regular bran	co X
	45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that: a have a long way to go?"
	About over68-
	63- Don't know
en de la companya de La companya de la companya de	b. Would you tell me which of the statements on this ca applies to you? (HAND, RESPONDENT; CARD).
	I or someone in my immediate family has been out- of work at some time during this past year
	While no one in our family has been out of work: during the past year, our family income has been less than it was a year ago:
And the second s	Our family income was the same this year as it was
Fig. 1962 - OS 1985 (1) Don't know.	Our family income was higher this year than it was
43a. If your brand) offered at choice of both hard	Don't know
packages and in all three lengths—regular; long king:r-s—what <u>length</u> would you actually prefer	to amoke? 46a. Now just a few questions for tabulating purposes—are y
Regular	Married74-1 (Ask b)
Long	Single2) (Skin
King	Widowed or divorced:3(to 47.)
No difference: (vo	b. Does your (husband, wife) moke?
Don't know	Yes
b. What type of package would you prefer, the so the box-type package?	ft pack or5 Don't know6
Hard pack	47; What is the last grade of school you finished—not including
Soft pack	special courses like art or secretarial?"
Parliament	No school7
pack (voll):	B Grade school8: High school9:
Don't know	

Saturday, May 20 1961 Sunday, May 21

and Makataka da Makataka d Makataka da Makataka da Ma		
		. •
(1) : [기타 : 1] : [기타 : [기타 : 1] : [기타 : [기타 : 1] : [기타 : 1] : [기타 : [기타 : 1] : [기타 : 1] : [기타 : [기타 : [기타 : 1] : [기타 : [기타 : [] : [기타 : [] : [기타 : [] : [] : [기타 : [] : [] : [] : [기타 : [] : [] : [] : [] : [] : [] : [] : [-
		· ·
	والمراجع والمحافظ والم والمحافظ والمحافظ والمحافظ والمحافظ والمحافظ والمحافظ والمحاف	
The state of the s		
	en e	
		Page III
The state of the s	1	The second second
48a. What is your occupation?	FACTUAL	in the second
The state of the s	The state of the s	Economic Level
Head of	Male78-1	. , A
Respondent household	Female2	A
Top management, top talent, and major professional 75-1 76-1 Administrative, selarisd professional,		· ; B+
major protessional		2 B1
Administrative, salaried professional,	Age	B
and the first first and the second of the se	18-20	C+6
Owner-small retail store or business 3	21-24	C 2
Technicians, minor administrative, and	25-345	C-
low supervisory	35-496	D+
White collar, clerical (non-supervisory)	50 and over 7	DT
Skilled worker (trades, training	So and over	
required) 6 6	Race	Not: completed
Worker (no training required)	White8	Non-English speakingX
Ritired	white	Réfused due to
Unemployed 9 9	Negro9	non-interest at
		Question # Y
Student00		
HousewifeXX	Respondent's Name:	-
r m		
b. Are you the head of your household?	Address:	ApL #
Yes		
No2 (Ast c)		
William to the contraction of the band of same banning (1999)		
c. What is the occupation of the head of your household? (RECORD ABOVE)	Respondent # Interviewer's	Initials
= Electric		

All March 1985

100175395